

## Application Instructions

Individual businesses requesting a business sign on a specific information panel must submit a logo signing application to the Iowa DOT's Office of Traffic and Safety. The applications are available from the DOT's Transportation centers, area maintenance offices and the Office of Traffic and Safety.

Do not submit any fees or business signs with the initial application. If your application is approved, you will be notified in writing to forward the appropriate fees and business signs. If your application is denied, you will be notified in writing.

After the application is approved, the applicant must furnish appropriate business signs to the DOT. The signs must be fabricated in accordance with DOT specifications.

**Business signs which do not meet specifications will be rejected!** If you have any questions about the specifications please contact the Office of Traffic and Safety prior to fabrication of the business signs.

In the case of "Food" services, a copy of the breakfast menu should be submitted with the application.

A separate application shall be completed for **each type** of motorist service for which you are applying. The application(s) shall be completed as follows:

- Line 1** Give distance and direction from nearest ramp terminal (the point where the exit ramp from the interstate or freeway connects to the intersecting roadway) to the nearest entrance to your business.
- Line 2** Indicate whether your business establishment (including on-premise signing or other identifying features) is visible from either ramp terminal.
- Line 3** Identify the interchange where your business is located.
- Lines 4,5,6, 7 & 8** Below the appropriate type of service, place a check mark in all applicable blanks.
- Line 9** Enter approved state license number and the date it was issued.
- Line 10** Enter hours of operation.
- Line 11** Indicate by check mark the days of the week your business is in operation.
- Line 12** Enter months of operation.
- Line 13** If your business is operated on a seasonal basis, enter dates of reduced hours or closed season.

**Applicant's Certification** must be signed by all applicants. Failure to fully complete all applicable lines on the application, or to sign it, will result in rejection of the application.

BUSINESS SIGN BLANK SPECIFICATIONS			BUSINESS SIGN FACE SPECIFICATIONS		
MAINLINE	RAMP	TRAILBLAZER	MAINLINE	RAMP	TRAILBLAZER
<p style="text-align: center;">GAS SIGN</p>	<p style="text-align: center;">GAS SIGN</p>	<p style="text-align: center;">GAS, FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN</p>	<p style="text-align: center;">GAS SIGN - TYPICAL LOGO LAYOUT</p>	<p style="text-align: center;">GAS SIGN - TYPICAL LOGO LAYOUT</p>	<p style="text-align: center;">GAS SIGN - TYPICAL LOGO LAYOUT</p>
<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN</p>	<p style="text-align: center;">GAS, FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL TWO-LINE LEGEND LAYOUT</p>
<p>The sign blank shall be fabricated from flat sheet aluminum of between .074 inch minimum and .125 inch maximum thickness.</p> <p>The mounting holes are to be drilled with a No. 30 drill (.128 inch diameter) at the locations shown for individual signs.</p>			<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL LOGO LAYOUT</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL LOGO LAYOUT</p>	<p style="text-align: center;">FOOD, LODGING, CAMPING, OR TOURIST ATTRACTION SIGN - TYPICAL LOGO LAYOUT</p>

## Business Sign Face Specifications

The business sign shall be a blue sign with a white border and white legend, except that colors consistent with customary use should be used with nationally, regionally or locally known symbols or trademarks. Reflectorization may be used at the option of the applicant. Background reflectorized sheeting must be 3M Scotchlite #3275 Blue or a comparable industry product. Non-reflectorized blue background sheeting must conform in color to reflectorized sheeting. Background paint must be 3M 710 Blue, or a comparable industry product.

Eligible applicants may use their recognized logos or the names of their businesses, but they cannot use both. When a symbol or trademark is used instead of the business name,

any legend on it shall be proportional to the size customarily used on that symbol or trademark. Regardless of whether a logo or the name of the business is used, the display shall be centered both vertically and horizontally on the business sign. Supplemental messages such as "DIESEL" or "OPEN 24 HOURS" may be added with prior written approval from the department provided the height is at least six inches.

The mainline business signs shall have a 3/4-inch white border and the legend shall be 10-inch letters whether capital or lower case, if two lines of copy are utilized. If a logo layout is used, the logo may utilize the full space, up to the white border.

The ramp business signs shall have a 1/2-inch white border and the legend shall be 4-inch letters, whether capital

or lower case, if two lines of copy are utilized; and at least 4-inch letters if there is only one line of copy. If a logo layout is used, the logo may utilize the full space, up to the white border.

The trailblazing business signs shall have a 1/2-inch white border and the legend shall be 4-inch letters, whether capital or lower case, if two lines of copy are utilized; and at least 4-inch letters if there is only one line of copy. If a logo layout is used, the logo may utilize the full space, up to the white border.

Any messages, trademarks, or symbols which imitate or resemble any official warning or regulatory traffic sign, signal or device are prohibited.

## Introduction

The Iowa Billboard Control Law, Chapter 306C of the Iowa Code, requires the Iowa Department of Transportation to place signs within interstate and freeway rights-of-way to provide motorists with specific information. These signs are to be located at appropriate distances from interchanges on those highway systems. This program, commonly identified as “Logo Signing,” is designed to provide motorists information about the “GAS,” “FOOD,” “LODGING,” “CAMPING” or “TOURIST ATTRACTION” services available at the next interchange. It is not intended to provide private advertising within the public highway right-of-way.

Under the logo signing program, a business which provides services designated above may have its business sign displayed on “Specific Information Panels” if the business meets criteria listed in this brochure; pays the fees which are set by law; and provides a business sign which meets DOT specifications, which are also included in this brochure.

A “**specific information panel**” is an official sign located within the highway right-of-way which identifies the type of motorist service - “GAS,” “FOOD,” “LODGING,” “CAMPING” or “TOURIST ATTRACTION” - and provides directional information and space for one or more individual signs to identify the businesses providing that service.

A “**business sign**” is a separate sign, mounted on the specific information panel, to show the brand, trademark or name of the motorist services available on a crossroad at or near an interchange.

## General Information

1. The DOT will perform all required installation, routine maintenance, removal and replacement of business signs on specific information panels. IT IS ILLEGAL FOR THE PUBLIC TO WORK WITHIN THE RIGHT-OF-WAY OF INTERSTATE OR FREEWAY PRIMARY HIGHWAYS!
2. No business sign can be displayed which does not meet DOT specifications; which would mislead or misinform the traveling public; or which is unsightly, badly faded or dilapidated.
3. The annual fees-as set by law-are \$50, plus \$15 per month, for each business sign displayed. The fees must be paid in advance.
4. The DOT is not responsible for damage to business signs caused by vandalism or natural forces. If such damage requires the repair or replacement of the sign, the business shall provide a new or renovated business sign, and pay a \$50 service charge to have the damaged one replaced.

## General Criteria

Business signs may be permitted on information panels along the mainline of the highway, provided the business advertised complies with the following criteria:

1. The individual business whose name, symbol or trademark appears on a sign shall file written assurance that the business conforms with all applicable laws concerning the provision of public accommodations without regard to race, religion, color, age, sex or national origin, and shall comply with that written assurance.
2. “GAS,” “FOOD,” “LODGING,” “CAMPING” or “TOURIST ATTRACTION” services must be located within three miles of the exit, measured from the beginning of the exit ramp off the interstate or freeway.
3. “GAS” and associated services--to qualify for a business sign on a panel the business shall have:
  - appropriate licensing as required by law;
  - vehicle services which shall include fuel, oil and water;
  - free air for tire inflation;
  - restroom facilities and drinking water;
  - continuous operation at least 12 hours per day, seven days a week, year-round; and
  - a public telephone.
4. “FOOD”- to qualify for a business sign on a panel, the business shall have:
  - appropriate licensing as required by law;
  - continuous operation, year-round, six days a week, serving three meals a day (breakfast, lunch, and dinner). Breakfast is considered the first meal of the day and served no later than 10 a.m., and consisting of eggs, bacon, ham, sausage, cereal, toast, juice, coffee, rolls, etc. or combinations thereof. Hamburgers, hot dogs, pizza or any other foods not generally considered breakfast foods will not comply with the requirement for breakfast;
  - in situations where a vacant space is available and no fully qualifying businesses have applied, the department may grant an exception to the three meals a day requirement. A business signed under this procedure shall be bumped by a fully qualifying business applicant after the business has had five years to amortize the cost of its signs. If there are more businesses qualifying for this exception than spaces available, a drawing shall be held as provided in subrule 118.5(4); and
  - a public telephone.
5. “LODGING”- to qualify for a business sign on a panel the business shall have:
  - appropriate licensing as required by law;
  - adequate sleeping accommodations, with a minimum of 10 units, each including bathroom and sleeping room (Exception: A bed and breakfast establishment is not required to have more than two guest rooms or provide separate bathroom facilities for each room.); and
  - a public telephone.

6. “CAMPING”- to qualify for a business sign on a panel, the business shall have:
  - appropriate licensing as required by local and state law, including Chapter 135D of the Iowa Code;
  - adequate parking accommodations;
  - agreed to removal or masking of logo signs - by the department - during off season, if seasonal operation, or the months of operation may be posted as a supplemental message on the business sign; and
  - a public telephone.
7. “TOURIST ATTRACTION” - to qualify for a business sign on a panel, the attraction shall:
  - have appropriate licensing as required by law;
  - be nationally or regionally known;
  - qualify as a natural phenomena, historic site, cultural site, scientific site, accredited college or university, religious site, area of natural beauty, or area suited for outdoor recreation;
  - maintain adequate hours;
  - provide restroom facilities and drinking water;
  - have adequate parking;
  - agree to removal or masking of logo signs - by the department - during off season, if seasonal operation, or the months of operation may be posted as a supplemental message on the business sign; and
  - have a public telephone.Following review by the Iowa Department of Transportation, each application is evaluated by the Tourist Signing Committee and either approved or denied.
8. If a type of service is not available within the three-mile limit, additional increments of three miles will be considered, with a maximum limit of 15 miles.
9. Placing a new advertising device, or maintaining an existing one in violation of Section 306C.11 or Section 306C.13 of the Iowa Code by a business shall disqualify that business from obtaining a business sign on any specific information panel.
10. In addition to mainline business signs, ramp business signs are required when the advertising activity or on-premise signing is not visible from the ramp terminal, except where ramp-specific information panels cannot be erected due to ramp design and/or spacing requirements.
11. Trailblazing signs (small signs similar to ramp signs) will be put along the most desirable routes on primary highways, secondary roads and city streets to guide motorists from the interstate highway or freeway to the business if the business is not located on the road intersecting the interstate or freeway. No more than two trailblazing signs shall be erected for a business. If more than two trailblazing signs are required to guide motorists to the business, the business does not qualify for logo signing.



# Logo Business Sign

## Information and Application Instructions



Office of Traffic and Safety  
Highway Division  
Ames, Iowa 50010  
515-239-1296

March 2004